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 UNIVERSITI
 TEKNOLOGI
 MARA



COMPANY ANALYSIS

LA CALISTO SDN BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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EXECUTIVE SUMMARY

This paper is focus on a case study of the company, Omni Eyewear shop that located at Level 2, Plaza Satelit B, UiTM Kampus Puncak Alam. For this purpose, we have an interview session with the owner about the company information and do company analyses which are SWOT analysis and Customer trend canvas analysis. Learning the current condition of strength, weakness opportunities and threats can help a development in business strategies. It is a common tools for a better planning and a kind of brainstorming. The strategy to enhance the technology and marketing of the business is a very critical thing because we need to be brave in order to try new methodology. Besides, the problems finding from the company is by the company analysis and how the owner come out with the solution to handle the problems.

1. INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Omni eyewear is an optometry retail company which provides optical correction devices such as spectacles and contact lens and gives eye care services to customer. It is located at Level 2, Plaza Satelit B, UiTM Kampus Puncak Alam. We had done this study on this shop to further assess the competition and marketability among other shops at the area.

Omni eyewear at UiTM Puncak Alam is the second branch after the first branch at Lawas, Sarawak. It is a joint venture programme with Kosiswa. It is established since August 2018. Head quarter of the company is at Damansara.

This is the second optical shop available at UiTM other than UiTM Vision Care. The competition was not so tough but still, the owner aware that they need to improve in term of advertisement and marketability to gain more customers. The optical shop provides sophisticated eye care services such as autorefraction, slit lamp examination and so on but not as complete as other optical shop should be.

1.2 PROBLEM STATEMENT

The location of the shop is not strategic because it is deserted at the corner of the shop lot. Marketing and advertisement is the main concern here. Targeted customer that are staff and students are not aware of its availability and the products that offered as there is no blast information about the shop which causes less customer walk in. This shop highlights on retailing process with lack of clinical oriented. Currently there is only the owner of the shop works on days as the part timer had resigned, which makes work demand out weight the customer needs.

1.3 PURPOSE OF THE STUDY

To further assess the competition and marketability of the shop among other shops at the area and innovation strategy to develop the company. We also would like to offer some recommendation on improving services and marketability of the shop such as more advertisements and programmes that attract customers.